

**Executive Committee for Highway Safety
Seat Belt Working Group
Meeting Minutes
May 4, 2004**

Location:

GHSP Office, 215 E. Lane Street @ 11:00 a.m.

Committee Members in Attendance:

Darrell Jernigan	Kimberly Overton	Don Nail	Jill Lucas
Bill Hall	Jim Long	Mark McDonald	Major Tom Adkins
Kevin Lacy	Stephen Lowry	Cliff Braam	Jackie Johnson

Scribe:

Cliff Braam

Minutes:

- The meeting began at approximately 11:10 p.m.

Task I – Welcome/Introductions

- Darrell opened the meeting, welcomed and thanked everyone for coming and participating.
- Next everyone in the group introduced themselves, where they were from and a bit about their background and area of expertise.

Task II – Overview Presentation

- Cliff gave a presentation providing background information on the Executive Committee for Highway Safety (ECHS), the accomplishments of the ECHS to date, the formation of the initial 6 Working Groups, and finally the role/charge of the working group and what was expected.

Task III– Speed Related Crashes; Data Presentation

- Kevin gave a presentation on specific data elements as related to crashes and fatalities involving seat belt violations in North Carolina as a base for the group to begin thinking about issues and solutions.

Task IV– Brainstorming/Open Discussion/

Both during and after the presentation on the data, there was discussions about the issue and specific areas of possible focus. Listed below are some of the major discussion points.

Name	Discussion
Kimberly	<ul style="list-style-type: none">• Some of the courts are dismissing child safety seat violations if the offender presents proof that they now have a proper child safety seat, then the courts are dismissing the case.

Bill	<ul style="list-style-type: none"> • This stipulation is written into the law itself. So changing this would require legislative action.
Kimberly	<ul style="list-style-type: none"> • In reference to the data slide showing belt use by county: It seems that the counties with lower usage rates are clustered somewhat together. Does this indicate that this is an enforcement, education and/or prosecution issue?
Don	<ul style="list-style-type: none"> • Next Click It campaign is May 24th through June 6th, with observational studies beginning June 7th. • Click It began in 1993 and NC was the first state with such a program. • Began with private sector funding. • Utilized high media attention to help raise awareness. • Usage rate was 65% when it began and was 86.1% last year. • Utilizing paid media again this year for spots to run in Asheville, Charlotte and Greensboro.
Jill	<ul style="list-style-type: none"> • There is a lot of money being made available for the spring campaign, which will likely inflate the usage numbers. • One area that we have been successful in is getting the news media to point out whether someone was buckled or not during crashes within their story/report.
Jim	<ul style="list-style-type: none"> • May need to look at getting the sheriff offices involved in this.
Darrell	<ul style="list-style-type: none"> • Group needs to think outside of the box to address the issue. • One idea is to have school resource officers randomly monitor students as they enter and leave the parking lots. If students are caught without wearing their belts, then they are penalized. <ul style="list-style-type: none"> • First offense: issued a warning • Second offense: loose school parking pass for 2 weeks • Third offense: loose parking pass for 1 month • Fourth offense: loose parking pass for remainder of school year. • Send written notification should be sent home to the parents.
Tom	<ul style="list-style-type: none"> • Need to look at a way to tie any student belt related violation back to the school. If they are cited for a belt violation anywhere, then they are subject to losing school parking privileges.
Bill	<ul style="list-style-type: none"> • Legislation for assigning points to drivers license for belt violations. Currently have points for child restraint violations. • May even need to consider insurance points for violations.
Kevin	<ul style="list-style-type: none"> • How do we capitalize on the 86% who are using their seat belts? • Need to find the threshold of pain for the 14% who do not use belts.
Jim	<ul style="list-style-type: none"> • 2005 would be the time to seek legislative changes. Insurance industry has resisted insurance points for belt violations in the past, but it is time to make this happen.
Darrell	<ul style="list-style-type: none"> • Maybe have a system where the first violation is a “freebie”, but then the second violation within a set time period will result in the offender receiving points for both the first and second offense.
Bill	<ul style="list-style-type: none"> • The Child Fatality Task Force is looking to tweak the existing child safety restraint laws; extending to 40-80 pound range and age 8.
Darrell	<ul style="list-style-type: none"> • Data shows that this is also a Hispanic issue. GHSP is in the process of

	consolidating all Latino grants.
Kevin	<ul style="list-style-type: none"> Look into using fast food restaurants to help get the message out and keep it in the public eye. Maybe a sign in the drive thru window to the effect of: Please buckle up, we want to see you again. Maybe able to get merchants to put message on bags. Need to explore a way to set up the framework and then let the corporations take over.
Darrell	<ul style="list-style-type: none"> Need to explore some sort of incentive programs.
Jim	<ul style="list-style-type: none"> The programs with the corporations is inexpensive and keeps the message visible.
Darrell	<ul style="list-style-type: none"> Need to explore using highway signs
Kevin	<ul style="list-style-type: none"> Have to be careful with this. Sign shape, color, etc. has specific meaning and specific uses. Maybe able to look into using temporary signs. There has been discussion of using our variable message signs for other purposes. Concern though relates to not overusing them so that their effect is diminished.
Tom	<ul style="list-style-type: none"> City of Hickory uses signs attached to other signs for spot enforcement programs. Could cameras be utilized for seat belt violations, similar to the ones used for red light violations? Explore possibility of putting informational flyers into utility bills (electric, phone, cellular companies, water, etc.).

- The meeting was adjourned at 1:20 p.m.

Action Items:

Name	Item
Bill/HSRC	Compare belt use as noted in the crash data by age, race and county to the observational study data to see how well the two data sets correlate.
Kevin	Explore using temporary signing for seat belt compliance purposes.
Kevin	Explore using variable message signs for seat belt compliance information.
Stephen	Provide crash data for kids on motorcycles.
Cliff	Assemble small team to flesh out ideas from meeting: <ul style="list-style-type: none"> School parking passes Flyers in utility bills Involvement of insurance agencies Billboards on roadsides Enforcement cameras

NEXT MEETING: August 3rd, 11:00 – 1:00, GHSP Office